

Course Introduction and Application Information

Course Code:	UNI196				
Course Name:	Branding in Dietetics				
Semester:	Spring				
Course Credits:	<table border="1"><tr><td>ECTS</td></tr><tr><td>5</td></tr></table>	ECTS	5		
ECTS					
5					
Language of instruction:	Turkish				
Course Condition:					
Does the Course Require Work Experience?:	No				
Type of course:	Departmental Elective				
Course Level:	<table border="1"><tr><td>Array</td><td>TR-NQF-HE:Array. Master`s Degree</td><td>QF- EHEA:Array</td><td>EQF-LLL:Array. Master`s Degree</td></tr></table>	Array	TR-NQF-HE:Array. Master`s Degree	QF- EHEA:Array	EQF-LLL:Array. Master`s Degree
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Mode of Delivery:	E-Learning				
Course Coordinator:	Dr. YALÇIN YAMAN DURUSOY				
Course Lecturer(s):	Dr.Y.Yaman Durusoy				
Course Assistants:					

Course Objective and Content

Course Objectives:	After graduation, students will step into real life, learn branding and brand value classification and properties.
Course Content:	The course will be explained and followed from the prepared booklet. In the general classroom environment, questions, answers and discussions will be studied.

Learning Outcomes

The students who have succeeded in this course;

- 1) To be able to perceive multi-dimensional in the context of critical thinking concept.
- 2) Problem solving and self-expression after proactive participation

3) Understanding the limits of business management

4) To have knowledge about the realities of business life with the knowledge learned.

Course Flow Plan

Week	Subject	Related Preparation
1)	What is brand	
2)	Brandin and Marketing	
3)	Brand Management	
4)	Marketing resarch in brand management	
5)	Positioning	
6)	Corporate identity and brand expansion	
7)	General evaluation	
8)	Midterm Exam	
9)	Brand creation	
10)	Brand stories	
11)	Brand identity and brand image	
12)	Brand value	
13)	General evaluation	
14)	Final exam	
15)	Final exam	
16)	Final exam	

Sources

Course Notes / Textbooks:	Mirze, K., (2010), İşletme, Literatür Yayınları, İstanbul Akdemir, A., (2012), İşletmeciliğin Temel Bilgileri, Ekin Yayıncılık, Bursa Çavuşoğlu. B.,(2011), Marka Yönetimi ve Pazarlama Stratejileri, Nobel Yayın, Ankara Gümüş. S., Saraç. P., (2013), Pazarlamada Markalaşma Stratejileri, Hiperlink, İstanbul
References:	Harvard Business Review, Capital, Forbes e-dergiler

Course - Program Learning Outcome Relationship

Course Learning Outcomes	1	2	3	4
Program Outcomes				

Course - Learning Outcome Relationship

No Effect	1 Lowest	2 Average	3 Highest

Program Outcomes	Level of Contribution
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Assessment & Grading

Değerlendirme Yöntemleri ve Kriterleri	Number of Activities	Level of Contribution
Midterms	1	% 40
Final	1	% 60
total		% 100